

Please Direct All Correspondence to Customer Number **26332**

NOTICE OF APPEAL

FROM THE EXAMINER TO THE BOARD OF PATENT APPEALS AND INTERFERENCES

Applicant : William P. Price
App. No : 10/022,558
Filed : December 14, 2001
For : AUDIOVISUAL SYSTEM AND METHOD
FOR DISPLAYING SEGMENTED
ADVERTISEMENTS TAILORED TO THE
CHARACTERISTIC VIEWING
PREFERENCES OF A USER
Examiner : Lastra, Daniel
Art Unit : 3688

Mail Stop AF

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

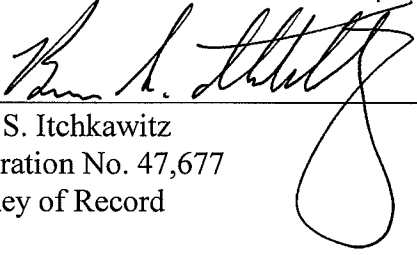
Applicant hereby appeals to the Board of Patent Appeals and Interferences from the decision of the Examiner dated April 6, 2009 finally rejecting Claims 1-9 and 11-49.

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Notice of Appeal	41.20(b)(1)	1401 (\$540)		\$540
			TOTAL FEE DUE	\$540

(X) The amount of \$540 will be paid via EFS Web.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Dated: June 29, 2009


Bruce S. Itchkawitz
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Attorney of Record